

## Agency Utilization of Qualified Vendor Pool

When a hiring agency realizes a need to procure advertising/marketing services utilizing the State's qualified vendor listing, the agency must:

- Provide a written description of the project, including the project budget to all vendors at email list below.
- In project description, the agency will provide the time and date deadline for proposal delivery.
- The requirements for these responses **shall** include, but not be limited to, a Project Summary, a Work Plan and a Media Synopsis unique to the project described.

Vendors that respond to the hiring agency by submitting a written response will be evaluated by the hiring agency. These responses will be scored by the hiring agency's evaluation team. Those vendors that are deemed by the hiring agency to be reasonably susceptible of receiving an award may be asked to present an oral presentation to the hiring agency's evaluation team at a time and on a date set forth by the hiring agency. The hiring agency will provide instructions to each vendor prior to the presentation date and time that may include: length of presentation, minimum requirements of presentation, and number of evaluation committee members. These presentations will then be scored by the hiring agency's evaluation team.

The written response and presentation scores will be added together and the vendor receiving the highest cumulative score will receive recommendation of award for the project. The hiring agency may enter pricing negotiations with this vendor prior to recommendation for award.

For illustrative purposes only, a sample evaluation score sheet (Attachment A) and a sample presentation score sheet (Attachment B) are attached. Agencies may change or add to the criteria and scoring weights of these score sheets based on their particular needs.

Because advertising/marketing services are considered professional services, prior to award, all projects with a total value of over \$50,000 **must** be presented for review by the Arkansas Legislative Council prior to award. The hiring agency will be responsible for presenting the recommended awards for review.

Company	Contact	Email Address
Advantage Communications	Michael Steele	<a href="mailto:msteele@advantageci.com">msteele@advantageci.com</a>
Neal Moore Creative	Neal Moore	<a href="mailto:neal.moore@sbcglobal.net">neal.moore@sbcglobal.net</a>
The Zimmerman Agency	Curtis Zimmerman	<a href="mailto:curtis@zimmerman.com">curtis@zimmerman.com</a>
Communications Group	Dan Cowling, III	<a href="mailto:dancowling@comgroup.com">dancowling@comgroup.com</a>
Martin-Wilbourn Partners	David Martin	<a href="mailto:david.martin@mwpartners.com">david.martin@mwpartners.com</a>
First Class Communication	Julie Johnson Holt	<a href="mailto:Julie@firstclasscommunication.com">Julie@firstclasscommunication.com</a>
Mass Enthusiasm	Chris McMillen	<a href="mailto:chris@inthooz.com">chris@inthooz.com</a>
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